



PROJECT DEVELOPMENT KIT

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FROM THE DIRECTOR...

I am excited to report that we are launching *MLK 365*, a new year-round initiative promoting sustainable civic engagement and volunteer opportunities. We will formally kick-off *MLK 365* on January 19 as part of our 14th annual Greater Philadelphia Martin Luther King Day of Service. Using the King Day of Service as a springboard, we will work with our partners to encourage year-round volunteer opportunities. We will focus on community concerns such as literacy, homelessness, poverty, sub-standard housing, bridging the digital divide, the environment, energy and healthcare.

Please join us on January 19, 2009 as tens of thousands of volunteers throughout Pennsylvania, New Jersey, and Delaware serve in the 14th annual Greater Philadelphia King Day of Service. Since 1996, some 400,000 volunteers across the region have celebrated Dr. King's legacy by turning community concerns into volunteer service and citizen action on King Day and throughout the year. Each year, the annual Greater Philadelphia King Day of Service has been the largest King Day event in the nation.

What started as a Philadelphia project in 1996 has become a fast-growing, nationwide movement leading to greater inter-group understanding, the breaking down of barriers, ongoing partnerships, sustainable progress, and greater understanding about the legacy of Dr. King, particularly among young people.

We are expecting a tremendous turnout of tens of thousands of volunteers on January 19 in hundreds of projects across the tri-state area. In order to help support your organizing efforts for January 19 and beyond, we are pleased to provide you with our updated project development kit. We hope it will provide useful background information, new ideas for organizing King Day of Service projects, partnership building ideas, and how to use King Day as a springboard for ongoing community involvement.

Please use our website or attached registration form [to register your project\(s\) or volunteers](#). We also encourage you to expand your organization's project capacity so that we can match other volunteers with your project. This will help you get more accomplished, while bringing together diverse groups and promoting better understanding.

MLK 365 and the Greater Philadelphia Martin Luther King Day of Service are programs of **Global Citizen**, a non-partisan organization dedicated to promoting civic engagement, community volunteering, civic responsibility, and sustained active citizenship among diverse groups, particularly young people. The organization

promotes democracy-building, voter education, and participation both locally and globally. Global Citizen brings together people of all ages and backgrounds to build diverse partnerships.

Global Citizen works to promote partnerships among diverse groups, including community and civic organizations, the public and private sectors, labor unions, communities of faith, public, private, and parochial educational institutions, colleges and universities, senior citizens, those with physical differences and people of all ages and backgrounds.

Please contact us at 215-665-2475 or visit our web site at www.mlkdayofservice.org to learn more about our program. We thank you for your partnership and ongoing commitment to celebrate Dr. King's legacy through citizen action on King Day and every day! We are excited to support you in these efforts.

Todd Bernstein
President
Global Citizen
Director
MLK 365 & Greater Philadelphia Martin Luther King Day of Service



Life's most persistent and urgent question is
‘What are you doing for others?’”
-Dr. Martin Luther King, Jr.

This kit includes information to help support you or your organization in developing a project for the Martin Luther King Day of Service. If you have any questions, please call us at 215-665-2475.

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Global Citizen/King Day of Service Staff

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“The greatest gift my husband could receive is if people of all racial and ethnic backgrounds celebrated the holiday by performing individual acts of kindness through service to others. Our goal is to change the way people view the holiday, from seeing it as a day off, to a day on.”

-Coretta Scott King



A. THE HISTORY

The federal holiday marking the observance of Dr. Martin Luther King Jr.'s birthday began in 1986, 18 years after his death in 1968. In an effort to encourage a day of turning community concerns into volunteer action, former Pennsylvania U.S. Senator Harris Wofford and Atlanta Congressman John Lewis, both close colleagues of Dr. King's during the civil rights movement, co-authored the King Holiday and Service Act in 1994. President Clinton signed this legislation into law later that year on August 23. What officially started in 1996 as a project in Philadelphia has grown into a national movement that brings diverse groups of Americans together on the King Holiday to actively celebrate Dr. King's life of promoting social justice and helping others.

In January 1996, the first Martin Luther King Day of Service in the nation was launched in Philadelphia, with more than 1,000 volunteers serving in some thirty projects. The following year, the Greater Philadelphia King Day of Service expanded beyond Philadelphia's boundaries into surrounding Bucks, Chester, Delaware and Montgomery Counties.

Following the 1999 project, when 12,000 people volunteered, the Points of Light Foundation in Washington, D.C. honored the Greater Philadelphia Martin Luther King Day of Service with their national Point of Light Award "for the project's work to further the awareness of the ideas of Dr. King and for contributions the project and its volunteers are making toward solving local and national social problems, especially as they relate to young people."

In January 2003, with more than 30,000 participating, the Greater Philadelphia King Day of Service reached beyond southeastern Pennsylvania into Camden County, New Jersey. The following year, Burlington County was added and an estimated 40,000 people volunteered in some 500 projects throughout the seven-county region.

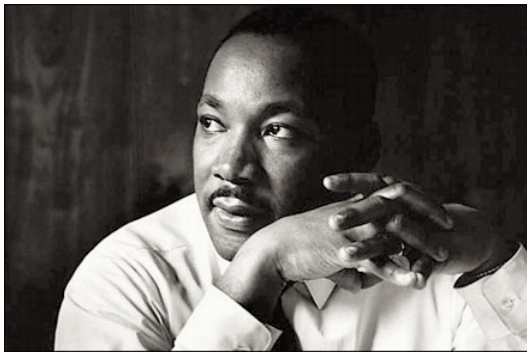
In January 2005, the 10th annual King Day of Service drew a record 45,000 volunteers in nearly 600 service projects, once again making it the nation's largest King Day event.

In January 2006, we expanded again, this time throughout the entire Commonwealth of Pennsylvania, New Jersey, and Delaware in what led to be an even larger and more successful effort, with many projects continuing throughout the entire year.

In January, 2008, the 13th annual Greater Philadelphia King Day of Service was once again the largest King Day service event in the nation, with more than 60,000 people of all ages and backgrounds throughout the Philadelphia region volunteering in more than 600 service projects.

In the summer of 2008, we launched **MLK 365**, a new initiative promoting sustainable civic engagement and volunteer opportunities year-round. We will formally kick-off **MLK 365** on January 19, 2009 as part of our 14th annual Greater Philadelphia Martin Luther King Day of Service. Using the King Day of Service as a springboard, we will continue to work with our partners to encourage year-round civic engagement and ongoing volunteer opportunities. Community issues of focus will include literacy, homelessness, poverty, sub-standard housing, the environment and healthcare and social justice.

MLK 365 and the Greater Philadelphia Martin Luther King Day of Service are programs of Global Citizen, a non-partisan organization dedicated to promoting civic engagement, community volunteering, civic responsibility, and sustained active citizenship among diverse groups, particularly young people. Global Citizen promotes democracy building, voter education and participation, locally and globally. Global Citizen brings together people of all ages and backgrounds to build diverse partnerships through serving others, thus realizing how much more we have in common than our differences.



“Whatever your life’s work is, do it well. A man should do his job so well that the living, the dead, and the unborn could do it no better.”

-Dr. Martin Luther King, Jr.

B. WHERE DO I START?

You and members of your group have committed to serving on January 19, 2009. That’s great! There are three things you need to do now:

1. Choose a PROJECT COORDINATOR
2. SELECT a PROJECT
3. REGISTER with MLK headquarters

1. CHOOSE A PROJECT COORDINATOR

It is important to select an organized and dedicated coordinator (leader). The coordinator can be a church member, block captain, student, youth group leader, teacher, community leader...anyone who is dedicated to his or her community and is able to organize and lead.

The project coordinator should:

- ✓ Facilitate meetings to brainstorm project ideas, recruit volunteers, etc.
- ✓ Plan follow-up meetings.
- ✓ Register and work with the King Day of Service headquarters.
- ✓ Attend training sessions.
- ✓ Delegate planning to others.
- ✓ Help define roles and responsibilities for all group members.
- ✓ Serve as a liaison with the project site staff.
- ✓ Create a schedule and timeline for what needs to be accomplished BEFORE and ON January 19, 2009.
- ✓ Create a schedule and timeline for what needs to be done ON January 19, 2009.
- ✓ Serve as a project manager on January 19th.
- ✓ Get enough supplies for all volunteers (e.g. refreshments, materials, King Day of Service T-shirts, etc.).

- ✓ Be flexible, encouraging, and responsible.
- ✓ Encourage continued community involvement year-round.

Being a project coordinator should be a fun and rewarding experience. Remember, you don't have to do it alone. Ask other members of your group to share planning responsibilities. Use our website, www.mlkdayofservice.org and headquarters as a resource.

2. CHOOSE A PROJECT

There are lots of things you can do on Monday, January 19. You can:

- ✓ Participate with others in a community-building process where you identify a community need and plan to solve it.
- ✓ Partner with other local organizations.
- ✓ Brainstorm project ideas.
- ✓ Seek everyone's input, including young people.
- ✓ Consider safety issues and potential barriers for participants such as age and physical ability.
- ✓ Focus on the mission of the King Day of Service and define a clear purpose for your project.
- ✓ Add a kids' component, like reading stories about Dr. King, so even the youngest can participate.
- ✓ Make this a family day.



Consult the Project Appendix on page 19 for specific project ideas!

3. REGISTER YOUR PROJECT

It is important to register your project with the Martin Luther King Day of Service headquarters by the November 19 deadline. Online registration is available at www.mlkdayofservice.org, or complete the Project Registration Form and send it back to us by fax at 215-665-2647, or by mail. If you have questions, call us at 215-665-2475.

PLEASE REGISTER NOW!

To make January 19th the best it can be, we need all of YOUR project information. Registering your project with us ensures the most efficient organizing for King Day, e.g., proper volunteer and project matching, and helps us keep an accurate record of who is participating. In addition, your team will receive free Martin Luther King Day of Service t-shirts! **Priority will be given to the t-shirt orders of those who register their projects BEFORE the November 19 deadline.**

C. IMPORTANT DATES

Please be mindful of the following dates leading up to and following the day of service.

- **November 19-** Project Registration Deadline
- **January 7-** King Day of Service Press Conference at the Constitution Center
- **January 10-** T-Shirt Bundling Day
- **January 11-14-** T-Shirt Pickup at Mitten Hall (Temple University)
- **January 19-** 14th Annual Martin Luther King Day of Service!
- **January 26-** Thank You Breakfast

“We may have all come on different ships, but we're in the same boat now.”
-Dr. Martin Luther King, Jr.



D. RECRUITING VOLUNTEERS

King Day of Service headquarters will have many volunteers that require project placement. Let us know if you would like us to provide volunteers to serve in your project by marking it on the appropriate space on your Project Registration Form. To recruit your own volunteers, we suggest you:

- ✓ Invite individuals and groups in your community to join you in your planning process or encourage other groups to create their own project.
- ✓ Involve a diverse group of people -- different ages and backgrounds.
- ✓ Get the word out through neighborhood/community newspapers and newsletters.
- ✓ Reach out to your community about your service project. Flyers are also a great way to publicize the day within your neighborhood and can be placed (with permission!) at local churches, recreation centers, and businesses.

If you would like additional information on volunteer management, please visit The Corporation for National & Community Service's Resource Center at <http://my.nationalservice.org/learning/>. Create a login and password and you will gain access to several free volunteer management tutorials that cover a wide range of useful topics.

E. JANUARY 19, 2009

SUGGESTIONS TO PREPARE FOR AND START THE DAY

Before beginning the service project, welcome volunteers and talk about project details and their successful completion. Take a few minutes to talk about Dr. Martin Luther King, Jr., the Civil Rights Movement, and the purpose of the King Day of Service. See the Resource section for inspiration.

Suggested activities to help your group prepare:

- Have participants introduce themselves and share their reasons for volunteering in the King Day of Service.
- Read from one of Dr. King's speeches or writings. Ask participants to pair up and share their reactions.
- Have each participant share which of Dr. King's principles (i.e. non-violence, justice, moral courage, etc.) speaks to them the most and why.
- Ask the group to choose one of Dr. King's principles (i.e. peace, unity, etc.) to discuss. As a group, define what that principle means and how group members could further incorporate that ideal into their daily lives.
- Discuss what community need your service project will meet and how you will utilize Dr. King's principles (i.e. respect, service, etc.) while working on the project.



We must use time creatively, in the knowledge that the time is always ripe to do right.

-Dr. Martin Luther King, Jr.

SUGGESTED SCHEDULE FOR JANUARY 19

8:00 a.m. -8:45 a.m. Project Coordinator and Planning Team Preparation

- Make sure all preparation work is complete
- Make sure there are enough supplies and refreshments for all volunteers
- Smile!

8:45 a.m. -9:00 a.m. Welcome, Orient and Prepare Volunteers

- Volunteers arrive and sign-in (*The sign-in sheet can be used to follow-up with your volunteers and to invite them to be involved throughout the year. Feel free to use the sample sign-in sheet at your project.*)
- Welcome volunteers and thank them for coming
- Distribute T-shirts and ask everyone to wear them during the project
- Invite volunteers to have refreshments
- Review facility logistics and locations (bathrooms, exits, introductions, etc.)
- Describe the project(s)
- Review supplies: what will be used and where volunteers can get them
- Answer any questions

9:00 a.m.-12:15 p.m. Perform Service Project

- Make sure your volunteers take breaks when needed
- Provide water
- Check-in with volunteers frequently to see how they are doing
- Have refreshments on-hand

12:15 p.m.-12:30 p.m. Clean Up

12:30 p.m.-1:15 p.m. Wrap-up

- Facilitate reflection activity (see suggestions on next page)
- Discuss future projects
- Thank everyone for serving!

“Darkness cannot drive out darkness;
only light can do that. Hate cannot
drive out hate; only love can do that.”
-Dr. Martin Luther King, Jr.



F. REFLECTION ACTIVITY SUGGESTIONS

Help participants have a more meaningful service experience by planning a *reflection activity* upon completion of your service project. Through reflection, participants can share their reasons for serving, discuss their experiences, and make connections between their service and Dr. King’s life of action. Below are *suggested* reflection activities. Feel free to use your ideas too!

- Ask participants to discuss different questions.
 1. Why are you serving today?
 2. What is the connection between Dr. King’s legacy and honoring him by serving others?
 3. If Dr. King were alive today, what issues would concern him? How would he react?
 4. What are some ways you can continue to honor Dr. King throughout the year?
- Encourage participants to make a pledge to continue volunteering during the year. Make and distribute “pledge cards.” Ask participants to share their personal pledge for ongoing civic engagement with the group. If there is time, create a “group pledge” for future projects.
- Discuss the community concern/need that your project addressed/met. Discuss how the group used Dr. King’s principles (ie unity, respect, service, peace, justice, etc.) to successfully complete the project.
- Involve participants in a skit demonstrating how Dr. King’s principles apply to everyday situations.
- Create a mock newscast or actual newsletter in which participants report on what took place at their project and how the project honored the memory of Dr. King.

“At the center of non-violence stands
the principle of love.”
-Dr. Martin Luther King, Jr.



G. RESOURCES

BOOKS FOR CHILDREN –About Dr. King

Martin's Big Words: The Life of Dr. Martin Luther King, Jr., by Doreen Rappaport, Bryan Collier (Illustrator). New York: Hyperion Books for Children, 2001.

Happy Birthday, Martin Luther King, Jr., by Jean Marzollo, J. Pinkney (Illustrator). New York: Scholastic Books, 1993 & 2006 (paperback).

My Dream of Martin Luther King, Jr., by Faith Ringgold (Illustrator). New York: Crown, 1995.

I Have A Dream, by Martin Luther, Jr. King, Coretta Scott King. New York: Scholastic, 1997.

The Martin Luther King, Jr. Companion, selected by Coretta Scott King. New York: St. Martin's Press, 1991.

BOOKS FOR CHILDREN –Dr. King's Themes (arranged by grade-level)

Arnie and the New Kid, by Nancy Carlson, Viking, 1990. [Grades K-2] (Theme: Diversity and acceptance)

My Wish for Tomorrow, a collaboration between Jim Henson Publishing and the United Nations. New York: Tambourine Books. 1995. [Grades 3-5] (Theme: If I could make the world a better place)

The Kid's Guide to Service Projects, by Barbara A. Lewis. Minneapolis, MN: Free Spirit Publishing, Inc., 1995. [Grades 3-12] (Theme: Kids involved in service)

Freedom's Children, by Ellen Levine. New York: G.P. Putnam's Sons, 1993. [Grades 9-12] (Theme: Moral courage)

Talking Peace: A Vision for the Next Generation, by Jimmy Carter. New York: Dutton Children's Books, 1995. [Grades 9-12] (Theme: Peace and non-violence)

BOOKS FOR ADULTS- By or about Dr. King

We Shall Overcome: Martin Luther King Jr. and the Black Freedom Struggle, by Peter J. Albert (Editor), Ronald Hoffman (Editor). New York : Da Capo Press, 1993.

What Manner of Man: A Biography of Martin Luther King, Jr., by Lerone Bennett. Chicago: Johnson Pub. Co., 1976, c1968.

Of Kennedys and Kings: Making Sense of the Sixties, by Harris Wofford. University of Pittsburgh Press, 1992.

Strength to Love, by Martin Luther King, Jr. New York: Harper & Row, 1963.

Stride Toward Freedom, by Martin Luther King, Jr. New York: Harper & Row, 1958.

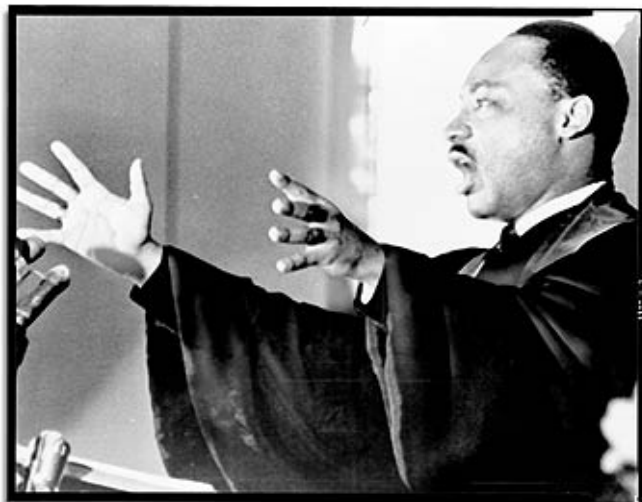
WEB SITES WITH ADDITIONAL RESOURCE INFORMATION

- National Martin Luther King Day of Service
www.mlkday.gov
- The Martin Luther King, Jr. Center for Nonviolent Social Change
www.thekingcenter.org
- Martin Luther King Jr. National Memorial, Washington, D.C.
www.mlkmemorial.org
- The King Papers Project, Stanford University
www.stanford.edu/group/King/
- The MLK Resource
www.spectacle.org/mlk/links/index.html#comp

SERVICE LEARNING RESOURCES FOR STUDENTS

- Family Education.com
<http://fun.familyeducation.com/martin-luther-king-jr/holidays-and-celebrations/32832.html?detoured=1>
- Read, Write, Think Lesson Plan: Martin Luther King, Jr.-- Identifying with a Hero
http://www.readwritethink.org/lessons/lesson_view.asp?id=257
- Do Something- Do Something About Discrimination
(formally- Kindness and Justice Challenge) www.dosomething.org

“The aftermath of nonviolence is the creation of the beloved community.”
-Dr. Martin Luther King, Jr.



H. THANKS!

First, **THANK YOU** for all of your hard work. Your tireless efforts and dedication are the reasons our Martin Luther King Day of Service is so successful and the legacy of Dr. King is strengthened!

Second, **please remember to thank anyone who provided your project with supplies, refreshments or other resources** – in addition to your “hands-on” volunteers.

Finally, thanks to our key organizers at **Global Citizen**. Global Citizen is a non-partisan organization dedicated to promoting civic engagement, community volunteering, civic responsibility, and sustained active citizenship among diverse groups, particularly young people. Global Citizen promotes democracy building, voter education and participation, locally and globally. Global Citizen brings together people of all ages and backgrounds to build diverse partnerships through serving others, thus realizing how much more we have in common than our difference.

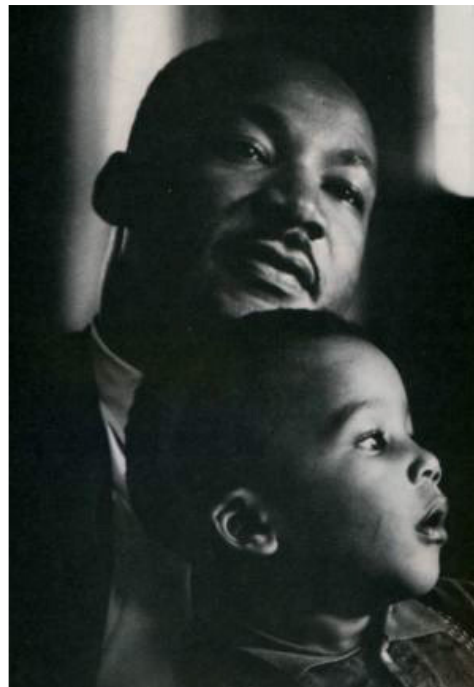
Programs run by Global Citizen include Greater Philadelphia Martin Luther King Day of Service, the largest King Day even in the nation and *MLK365*, which promotes year-round volunteer service and civic engagement. We provide a range of services, including: technical training and assistance to organizations interested in hosting King Day of Service projects, tracking all King Day of Service projects and volunteers throughout the region, and matching interested groups and individuals with volunteer project opportunities. Global Citizen supports organizations and individuals to continue active citizenship throughout the year.

I. CONTINUING SERVICE

Do you have upcoming or on-going community service projects that help solve social problems? The Martin Luther King Day of Service team is launching a new initiative, *MLK365*. The goal of *MLK365* is to ensure that the principles Dr. King embodies and the values of service and community continue throughout the entire year. We will utilize Dr. King's philosophies of non-violence and principles of social justice, excellence, and human value to create opportunities for ongoing volunteerism in the Greater Philadelphia region. For more information, please contact Global Citizen Vice President, Kelleigh Parker at 215-665-2595.

“Everything that is done in the world
is done by hope.”

-Dr. Martin Luther King, Jr.





J. PROJECT CHECKLIST

PRIOR TO DAY OF SERVICE

- ☐ Choose a project coordinator
- ☐ Schedule a planning meeting. Brainstorm project ideas, ones that meet the needs of your community.
- ☐ Finalize project plans, recruit more volunteers as necessary, **and register your project with MLK headquarters by returning your Project Registration Form**
- ☐ Schedule the day's activities (see pg. 12)
- ☐ Decide what supplies you need. Find out if planning/community partners can provide supplies.
- ☐ **Inform your community and/or organization of the project.**
- ☐ **Recruit volunteers OR volunteers from the MLK Headquarters. The headquarters can fill your open volunteer slots.**
- ☐ Pick-up T-shirts from MLK headquarters

ON JANUARY 19

- ☐ Sign in volunteers (*Remember that this sign-in sheet can be used to follow-up with volunteers throughout the year.*)
- ☐ Distribute T-shirts to volunteers
- ☐ Welcome, orient and prepare volunteers
- ☐ Introduce key people of the host organization
- ☐ Review schedule and service project
- ☐ Make sure that volunteers have what they need
- ☐ Perform the service project
- ☐ Make sure volunteers take breaks and share in the refreshments you have provided
- ☐ Clean up
- ☐ **Close the day by facilitating a reflection activity** (see pg. 13)
- ☐ **Thank volunteers!**

AFTER THE DAY OF SERVICE

- ☐ Thank everyone who supported your project with supplies, money, refreshments, or as volunteers
- ☐ Invite volunteers to continue to be involved with your organization
- ☐ Continue to serve by organizing year-round projects. Contact the MLK365 staff with your ongoing service projects and volunteer needs.

“Almost always, the creative dedicated minority has made the world better.”
-Dr. Martin Luther King, Jr.



K. PROJECT APPENDIX

In this section you will find lists of age appropriate sample service projects. You will also notice this section contains an example of a featured project from last year's King Day of Service.

1. SAMPLE PROJECT LISTS

We strongly encourage families with children to participate. King Day of Service offers numerous projects that are appropriate for small children. Below is a list of possible projects in which children ages 6-13 can serve.

Projects appropriate for children (ages 6-13) with adult supervision

- Visit a senior center, veteran's home or nursing home and sing, play games, make food baskets, make arts & crafts
- Make your own coloring book about Dr. King and the Civil Rights Movement
- Record oral histories of older adults in your community for your class
- Make greeting cards for seniors, children in hospitals, or troops
- Create posters celebrating the legacy of Dr. King and hang them in your classroom

Projects appropriate for teens and adults

- Become a coach, mentor, peer mediator, or tutor
- Start a neighborhood school safe corridors program
- Organize a health fair or a legal clinic
- Beautify a school by removing graffiti
- Visit and deliver meals to home-bound seniors
- Replace smoke-detectors in home-bound seniors' homes
- Have an oral history session at a senior center about Dr. King
- Give blood with a group of friends
- Create a computer lab for children or seniors

Projects appropriate for seniors

- Mentor a young adult
- Tutor or read to children
- Bar-code library books at a local library
- Plan an oral history session at a school about Dr. King
- Organize intergenerational computer training sessions at a local senior center
- Plan cultural diversity workshops on conflict resolution
- Serve as an administrative volunteer at a nonprofit organization

Projects appropriate for everyone

- Collect toys or clothes to give to a homeless shelter
- Role-play situations about Dr. King that involve cooperation and getting along
- Write and perform a play about Dr. King and the Civil Rights Movement
- Read books about Dr. King and the Civil Rights Movement
- Help paint a mural honoring Dr. King and/or the principles he stood for
- Sort food at a food bank

2. KING DAY OF SERVICE 2008 SAMPLE PROJECT



PHILADELPHIA READS *Reading Coach Project*

PHILADELPHIA READS plans to train hundreds of volunteers - from junior and senior high school students to seniors - to become reading coaches. PHILADELPHIA READS will also train current volunteers from your school or after school programs on how to work with children and their reading and writing skills. Trained coaches commit to working one-on-one with children in 1st through 3rd grade, for one hour each week, on their reading and writing skills. Commitment through the remainder of the school year is expected and coaches may select a location from a list of available opportunities.

Trainings are 1-1½ hours in length and are generally from **9:00 - 10:30 a.m.** Ideally, children will be participating in a project while coaches are being trained. Trained coaches can then read books with children or engage in other activities about Dr. King at **11:00 a.m.**

NOTES

GREATER PHILADELPHIA MARTIN LUTHER KING DAY OF SERVICE
PENNSYLVANIA . NEW JERSEY . DELAWARE

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